



THE FRIENDLY COMPUTER

Commodore Business Machines, Inc., Computer Systems Division, 681 Moore Rd., King of Prussia, Pa. 19406 (215) 337-7100

Dear Merchandiser:

LIKE OUR POSTER? CONSIDER THIS...

1. The Personal Computer should be your single biggest new sales category this Christmas...are you covered?
2. The Commodore VIC 20 is the only color computer priced under \$300...BUSINESS WEEK lists the VIC 20 as the lowest priced unit in the industry!
3. Why sell game machines when you can sell a fully expandable personal computer for the same price...and the VIC 20 has great space games, too!
4. You don't need computer experts to sell the VIC 20. The unit sells itself.
5. We have a merchandising program to aid your entry into this expanding market...and a GREAT Co-op advertising plan.

IT'S NOT TOO LATE TO GET VIC 20 PERSONAL COMPUTERS FOR CHRISTMAS...

FOR A DEMONSTRATION IN YOUR AREA, CALL ME AT (215) 337-7100.

Best regards,

A handwritten signature in black ink that appears to read "Bill Wade".

Bill Wade
VIC 20 Sales Manager
Commodore Business Machines, Inc.

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society**

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